

# CrossROADS

TRADE  
DEVELOPMENT  
ALLIANCE  
of  
GREATER  
SEATTLE

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## Study Mission Leads to Action

### *Barcelona Study Mission*

*Adapted from a trip report written by Dick Lilly,  
former Seattle Times Reporter and current  
Seattle School Board Member*

A group of Greater Seattleites stepped out of their hotel in Barcelona and saw a subway stop just down the street. The delegates drifted in all different directions via the rail line to see various parts of the city. Immediately they knew they weren't in Seattle anymore.

During a May International Study Mission to Barcelona, Greater Seattleites were impressed with what Barcelona has accomplished and are using what they learned to improve this region. The study mission was the ninth with an international focus and was organized by the Greater Seattle Chamber of Commerce and Trade Development Alliance. Led by Snohomish County Executive Bob Drewel and Shan Mullin, a partner at Perkins Coie Law Firm and past chair of the Trade Alliance, the delegation saw first-hand the hard-earned success of Barcelona.

*Continued on page 2*

## Serving the World's Food Markets

### *Washington's Agriculture Sector*

Washington state, known for its high tech, innovative economy, is also one of the largest exporters of agricultural products in the United States. Of course, the agriculture and food processing industry incorporates high technology in much of what it does. Using this cutting edge technology and world class transportation, Washington's agriculture sector is a leader in production, quality and exportation of food products. In particular, Washington is a leader in fruit products, fruit juices and concentrates; frozen vegetables; and potato and seafood products. Agriculture is the second-largest manufacturing industry in the state, employing 173,000, the most of any sector. Agricultural products account for one fifth of the state's annual gross product, and one third of all agriculture produced is exported.

Nestled in the Pacific Northwest, Washington's connection to the ocean coupled with its arable land and unique growing climate make it the perfect place

*Continued on page 4*

**Washington has traded internationally since before it was a state, see page 8**

## *Barcelona, continued from page 1*

Barcelona's success over the last decade in becoming a major player in Europe and stepping onto the world stage, is not an accident. They have worked at it. The region created and implemented a strategic plan which has led to its success. The Barcelona region's strategic development plan is hammered out, monitored and revised by a quasi-governmental organization that brings local governments, the port, business and labor to the table. All of the participants embrace the goal that Barcelona will be one of Europe's preeminent economic regions and they support the investments needed to get there. Consensus is the Catalan way of doing business.

"Barcelona's goal is to produce a city that thinks strategically, a people that think always of the future," noted Francesc Santacana, general coordinator of the Metropolitan Strategic Plan of Barcelona.

Four major elements apparent to the Greater

Seattle study mission make Barcelona's economic development program work:

- Strong political leadership committed to regional economic development
- An inclusive, region-wide approach
- Development of and adherence to a regional strategic plan
- Consensus on the strategies and goals of the economic development plan

Underlining these points, every study mission speaker referred to Barcelona's economic development strategies in the same terms, demonstrated a broad understanding of the importance of economic development to the region, spoke with enthusiasm for the motivating power of the strategic plan and expressed a commitment to making it happen.

Study mission participants also learned that there are mutually reinforcing reasons Barcelona has been

### **Follow-On Trips to Milan & Perugia**

*Following the conclusion of the Barcelona Mission, a group of delegates continued on to Italy to explore two cities of key interest to Greater Seattle: Milan & Perugia.*

#### **Milan – May 11-14**

As the business capital of Italy, Milan has much to offer and holds many opportunities for partnership with Greater Seattle. Over twenty delegates participated in the 3-day visit to Milan which followed a more traditional business mission format. The delegation was able to brief Milan's business community on Greater Seattle as well as receive briefings on Milan and its surrounding Lombardy region. Microsoft Italy hosted a dinner for the delegation and was crucial in arranging logistics for the group, along with help from the Italian Trade Commission and U.S. Consulate. As a result of the visit's success, the Milan Chamber of Commerce and Assolombarda, a key industry organization, are both considering reciprocal missions to our region in the upcoming year.

#### **Perugia – May 14-16**

Perugia is one of Seattle's oldest sister cities. Led by Seattle City Councilmembers Jim Compton and Jan Drago, a smaller delegation traveled on to Perugia where, joined by members of Seattle's sister city committee, they enjoyed a constructive 3-day program of briefings and gatherings. Numerous opportunities for collaboration between the two cities were discussed, including a possible exhibit exchange with the Burke Museum, potential student exchanges with the University of Washington, and other means of sharing culture and ideas.

#### **UPCOMING!**

**Trade Alliance Business and Trade Mission to  
UK, Netherlands & Brussels**

**September 27 - October 10, 2002**

**Contact Kristi Beattie @ 206-389-7255 or  
kristib@seattlechamber.com for more info.**

## *Barcelona, continued from page 2*

able to create such a clear vision for its future and develop an effective strategic plan to get there:

- Barcelona and its leaders were immensely energized by the end of the Franco dictatorship and the restoration of democracy in 1977. The citizens of Catalonia, a region of 6 million with its own Romance language, had the freedom to pursue their dreams. More generally, the rivalry with Madrid, which remains to this day, is one factor that powers Barcelona's drive for success.
- The region had a mercantile and industrial past. The city has long been a manufacturing center and thereby developed a large middle class during the Industrial Revolution.
- Thanks to this history, Catalonians have developed admirable powers of negotiation, compromise and consensus which they have used to develop and carry out their agenda of economic development.
- Leadership built around a strategic plan, consensus-building, and economic growth dramatically improved the standard of living in Catalonia, and produced a remarkable unity of vision and commitment to economic development.

Barcelona used the hosting of the 1992 Olympic Games to build infrastructure and help propel the city into the international spotlight. Almost immediately following the Olympics, Barcelona began planning other ways, often driven by events, to develop local infrastructure, enrich regional economic sectors such as tourism, and promote itself to world markets. Most ambitious among these efforts is the Universal Forum of Cultures planned for 2004. Stunningly, it's an event Barcelona has created entirely to advance the economic development plan and promote the city in the eyes of the world. Nothing on the scale of the Universal Forum has been tried anywhere before. Building a 16,000-seat convention center for the forum also will allow Barcelona to redevelop the Mediterranean beach front immediately northeast of the area successfully reclaimed in advance of the Olympics. The forum is a promotion Barcelona's leadership hopes will bring more than five million

visitors in 2004 to events focusing on cultural diversity, the future and sustainability of cities, and conditions for world peace. Meanwhile, Barcelona has promoted itself with annual themes, mostly directed at tourism. For example, this is the Year of Gaudí, marking the 150th anniversary of the unique architect's birth. The city's promoters do this to keep the city's name prominent in world tourism.

The Greater Seattle delegates were clearly energized by what Barcelona has done and is continuing to do. A number of the delegates are hard at work in the planning of the Greater Seattle Chamber of Commerce's annual Leadership Conference. This year's conference, which takes place in Vancouver, B.C. from October 17-19, will focus on the theme, *Our Region's Future: Turning the Vision into Reality*. The theme and activities of the conference were chosen as a direct result of the trip to Barcelona and an earlier domestic study mission to Chicago.

Planners of the conference, including notably many who were on the Barcelona trip, will present a vision that will help carry the Greater Seattle region through the next 20 years. The vision will work to collaboratively improve the Greater Seattle community, business climate and quality of life.

The Greater Seattle delegates are looking at a number of other projects arising out of the Barcelona trip to improve this region. Another outcome of the trip is that delegations from Barcelona are coming to Greater Seattle. Already, the Barcelona Chamber has indicated it will bring a trade and business delegation here next year. The Mayor of Barcelona is also expected to travel here in 2003. The Study Mission is clearly just the first step to much more.

*For more information on the Barcelona Study Mission, check out Dick Lilly's full report on the Trade Alliance web site:*

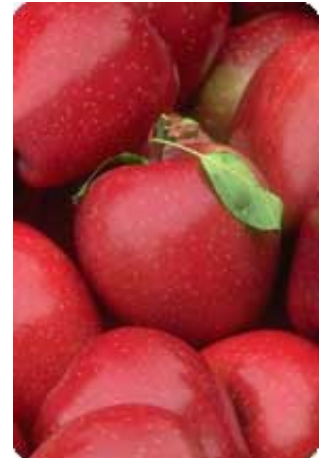
*www.seattletradealliance.com or contact Jenny Steen at jennys@seattlechamber.com or 206-389-7289. For more information on the Chamber's Leadership Conference, contact Bill McSherry at the Chamber, billm@seattlechamber.com or 206-389-7295.*

to raise a multitude of crops. From beef to wine, Washington leads the industry in both production and quality. The North Pacific Ocean contributes to half the nation's seafood; the processing and distributing work of the fisheries is another major state export. Washington ranks first in milk production per cow with value-added dairy products of butter, cheese, powdered milk and ice cream accounting for 80 percent of milk produced. Wheat production ranks fifth in the nation with 90 percent of soft white wheat being exported to the Pacific Rim for use in the region's traditional breads. Washington is the top producer of apple, pear, sweet cherry and Concord grapes all of which contribute to the thriving juice industry. Micro-brews flourish here, due in part to the fact that the region is the largest hops producer in the country. Washington's latitude is roughly equivalent to the wineries of France and the long warm days and cool nights contribute to the ideal conditions for growing grapes, the wine from which is competitive on the global market. Last year, *Wine Enthusiast* magazine named Washington state "Wine Region of

the Year."

Washington is home to some nationally and internationally recognized companies. From WestFarm Foods, which is owned by the nation's fourth largest dairy cooperative, to Tree Top, Inc., the world's largest apple processor, companies that are at the forefront of world agriculture make use of Washington's impressive agriculture sector.

Washington was the first state to set standards for organic food production, making it a leader in developing National Organic Standards. As understanding of organic farming has spread, establishing guidelines for food and environmental protection has become more important. The demand for organic foods grown domestically and abroad forces farms like Cascadian Farms, the largest processor of organic foods in the United States, to increase their yield.



In addition to food processing, the agricultural sector benefits from high levels of technology and an excellent transportation system. With 140 million cubic feet of public refrigerated warehouse space, Washington has the third-largest storage space for agricultural products. Located throughout the state, technologically advanced controlled atmosphere warehouses and state of the art refrigeration guarantee year-round freshness. From these holding spaces, Washington's extensive transportation system transfers goods around the state, country and world. The Columbia and Snake River System comprise the second-largest inland waterway in the United States allowing easy access from Eastern Washington farms to the ports in the western part of the state. The Ports of Seattle and Tacoma boast the second-largest container hub in the country, and are the closest

### **New Updated Agriculture Brochure!**

This article is based on the Trade Alliance's updated Agriculture Sector brochure written by Peggy Parker of Parker and Associates, Inc. Available both in print form and on our web site, the agriculture brochure is one in a series of informational pieces highlighting different industry sectors of Greater Seattle's diverse economy. You can see all these sector brochures on our web site under "Greater Seattle Industries" at [www.seattletradealliance.com](http://www.seattletradealliance.com). They are also available in hard copy form. Some of the sector brochures include ones on Greater Seattle's software industry, health care sector and maritime industry.

*Continued on page 5*



## *Agriculture, continued from page 4*

continental U.S. ports to Northern Asia. Seattle-Tacoma International Airport is the only place in the country that can claim equidistance from both Asia and Europe, which bodes well for an economy which ships crops to those markets from Washington.

The agricultural sector continues to reach new heights through technological advancements made by public and private organizations. Both Washington State University (WSU) and the University of Washington (UW) have divisions working on agricultural questions. WSU hosts research and educational programs in support of the state's food

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**Washington is the top producer of apple, pear, sweet cherry and Concord grapes all of which contribute to the thriving juice industry.**

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and agricultural system, including the International Marketing for Agricultural Commodities and Trade (IMPACT) Center, which is an important source of information and research. UW specializes in fisheries and aquaculture and has a seafood research center. Additionally, the Washington State Department of Agriculture helps sell products overseas with offices in Washington and Asia. AgriBusiness Commercialization and Development Center uses high tech research to find practical solutions to develop new agriculture products. The Northwest Food Processors Association organizes an annual convention and expo, which is the nation's largest regional food processing trade show.

Washington grows 230 food, feed and seed crops each year; the second largest number in the country. Agriculture exports account for one eighth of Washington's total exports abroad. New technology and advanced transportation systems move crops around the world while maintaining their freshness. Washington's agriculture sector leads the country in products ranging from fruit juice to beer and beef to wheat.

## **FISH EXPO NW**

Each year, FISHEXPO WorkBoat Northwest holds the largest commercial fishing show in the world right here in Greater Seattle. The show features over 500 manufacturers, the latest technologies and thousands of products for commercial fishing vessels, seafood processing plants, tugs, barges, boat building, shore side handling, marine construction, passenger vessels and more.

The latest technology will be supplemented with interactive seminars on important industry issues and product developments. The Expo attracts buyers from over 30 countries, as well as commercial marine professionals, seafood processors, purchasing agents and others.

Manufacturers and distributors bring their latest equipment for demonstration and are available to answer any

questions. With such a wealth of new technologies, the Expo creates the ideal

environment for researching and evaluating new products. The conference provides the opportunity to network with other members of the West Coast marine community and to discuss the latest issues affecting the industry.

FISHEXPO WorkBoat Northwest hosts this year's convention from November 14-16, 2002 at the Washington State Convention Center in Seattle. With its flourishing maritime industry, Greater Seattle is an international center of marine activity. For more information on this sector, visit the Trade Alliance web site [www.cityofseattle.net/tda/industry/maritime.htm](http://www.cityofseattle.net/tda/industry/maritime.htm). For more information about the FISH EXPO, visit them online at: [www.fishexposeattle.com/](http://www.fishexposeattle.com/).



**The Trade Alliance can assist any international visitors who would like to attend and the convention fee is waived for international attendees.**

## New members of the Trade Alliance

### Asia Pacific Travel

Seattle-based travel company designing quality custom travel itineraries for those interested in visiting and exploring the Asia Pacific region.

### Attachmate Corporation

Software company helping businesses worldwide integrate their enterprise systems into new business and technology environments. Notable products include MyExtra!, e-vantage and Info-Connect.

### Foster Pepper & Shefelman PLLC

One of the largest law firms in the Pacific Northwest offering a full range of legal services and expertise. An alliance with Akin Gump extends the firm's services throughout Europe and the Middle East.

### Organized Play; Hasbro Division, Wizards of the Coast

The largest adventure game company in the world with publications including trading card games, tabletop role-playing games, novels, magazines, board games, and electronic media products.

### Saggezza

A strategy and development company providing strategic advice and investment in the electricity and high tech areas. The firm is currently involved with companies in the US and Israel.

### World Vision

A Christian relief and development organization, serving the world's poorest children and families in nearly 100 countries by providing necessities such as food, clothing, and medical supplies to those in need.

*For more information, or to establish your company's membership, contact Jenny Steen, (206) 389-7289, [jennys@seattlechamber.com](mailto:jennys@seattlechamber.com)*

## MEMBER

The Trade Alliance welcomes companies to join our membership. Nearly 100 members. For an annual fee of

- \* be included in our data bank according to your specific geographic and business interests.
- \* be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- \* receive reduced rates for Trade Alliance programs and marketing materials.

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Asia Pacific Travel  
Bank of America  
The Boeing Company  
The Commerce Bank  
Davis Wright Tremaine L.L.P.  
Denny Miller Associates  
Fluke Capital Management, LP  
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Kobe Trade Information Office  
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## ERSHIP

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y 200 firms are currently

\$150 your company will:

\* be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

\* be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;

\* receive our quarterly newsletter and other regular mailings.

\* receive free and automatic linkage from our Internet site to yours.

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**Washington Mutual, Inc.**

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**Westin Hotel**

**Wild Life Sport Fishing**

**of Costa Rica**

**The Trade Alliance thanks the following  
who have renewed their memberships  
since April**

### 5+ Years with the Trade Alliance

APCO Worldwide, Inc.

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Boeing Company

City of Bellevue

Consulate of New Zealand

Davis Wright Tremaine L.L.P.

Denny Miller Associates, Inc.

Hexcel Structures and Interiors

International Market Brands

Jones & Jones Architects and Landscape  
Architects, Ltd.

Lane Powell Spears Lubersky LLP

NBBJ

Pacific Rim Bankers Program

Perkins Coie

Pryde Corporation

Sound International, Inc.

Taipei Economic & Cultural Office

US Bank

Washington Biotechnology & Biomedical  
Association (WBBA)

Washington State University,  
IMPACT Center

### 1 - 4 Years with the Trade Alliance

Center for International Career Development

Central Washington University

Impak, Inc.

Port of Bremerton

Westin Hotel, Starwood Hotels & Resorts  
Worldwide

## Washington State Trade History

### International Traders Since the Beginning

Many people know that today Washington is one of the most internationally trade-oriented states in the nation. What may be surprising is that it has always been so. Trade Alliance President and amateur historian Bill Stafford recently pulled out of the archives “A Report to the Washington Territory,” written in 1889 by W.H. Ruffner for the Seattle, Lakeshore and Eastern Railroad. Written on the eve of statehood, the author was prophetic about the future of our region because of its proximity to Asia. A map (see below) predicted future trade routes from Puget Sound ports to the Amoor River, Vladivostok, Shanghai, Canton, Singapore & Australia.

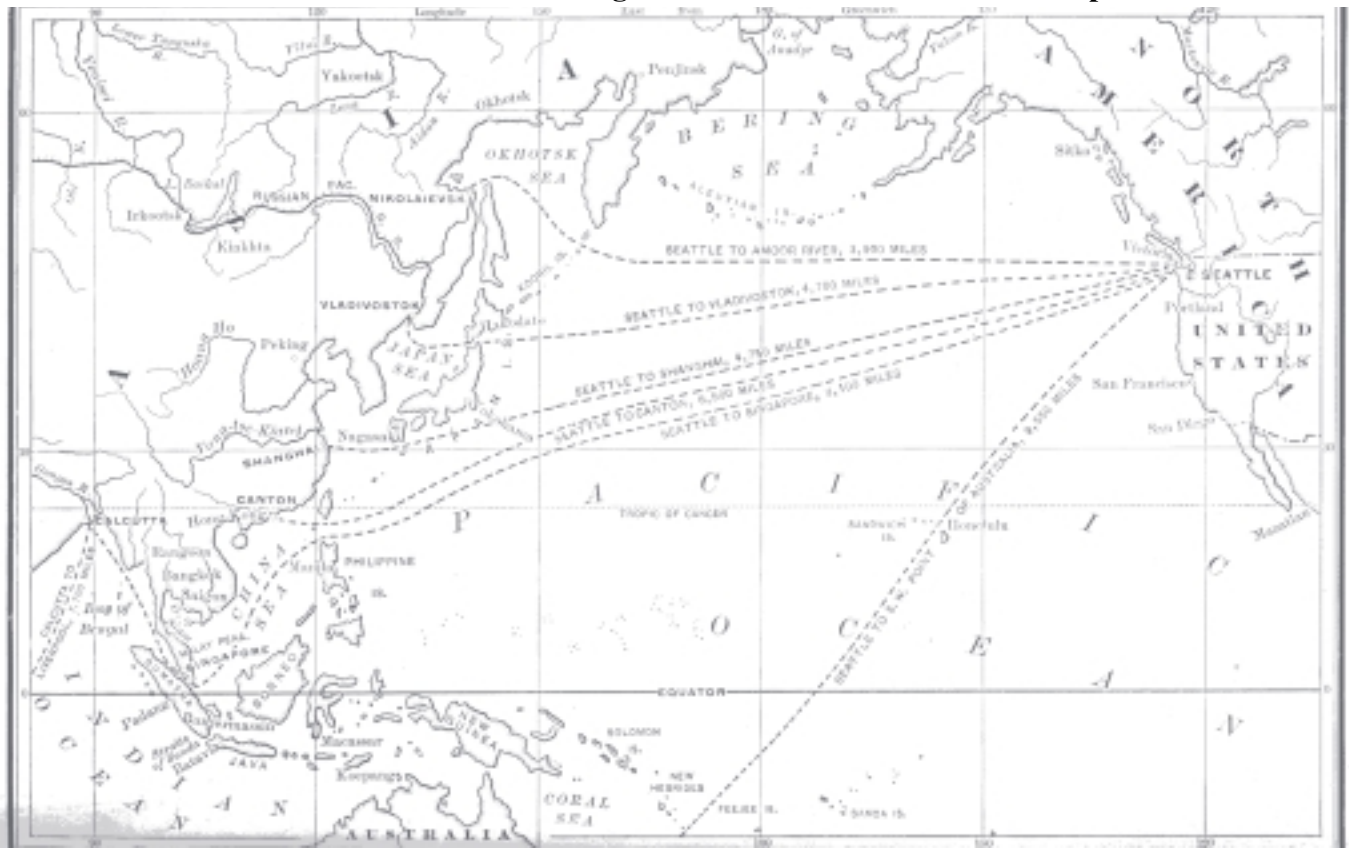
Ruffner foresaw that our region would be a center of Asian trade only two years after the Northern Pacific Railroad reached Tacoma and when the territory’s population was 175,000. Today, international business permeates the Greater Seattle

economy and its institutions. The depth and breadth of this engagement surprises even the most sophisticated citizens because of the variety of business, non-profits, educational and government institutions engaged. In Greater Seattle, the world economy “R” us.

The importance of international business, education and research has not just evolved because of our geography. Ruffner, in 1889, the year the territory became a state, pointed out the sailing advantage of the Puget Sound over California ports. He was no da Vinci and did not foretell the future of flight and our airport’s location half-way between Tokyo and London. He did not show a sailing route to Japan or predict the numerous Japanese tourists who would fly in to see Mariner games.

Ruffner does note the focus on education and the importance of our university, “The special pride of the city seems to be in her schools, public and private.

**Ruffner Envisions Washington State Trade Routes in 1889 Map**





Her large and handsome school buildings seem purposely placed in the most prominent positions. Her public school system is well organized and supported. The University of the territory is located here, and in full operation. These things, considered together, augur most favorably for the future of this young city (Seattle)."

Our region's dependence on trade and the international economy is imbedded in our roots. It is our history. The Museum of History and Industry (MOHAI) recently found evidence that Seattle's first business, Yesler's Mill, was shipping lumber to the Pacific Rim markets as early as the 1850s. According to MOHAI, "Henry Yesler, in 1854, sold a load of lumber to a ship's captain, traveling to Hawaii, for sale there. The following year, lumber that Yesler sawed here in Seattle was taken by ship to Hawaii, as well as to Australian and South American ports."

### **Learn More about Washington History at These Web Sites:**

Washington State History Museum  
[www.wshs.org/wshm/index.htm](http://www.wshs.org/wshm/index.htm)

Museum of History and Industry  
[www.seattlehistory.org](http://www.seattlehistory.org)

HistoryLink  
[www.historylink.org](http://www.historylink.org)

Nordic Heritage Museum  
[www.nordicmuseum.com/](http://www.nordicmuseum.com/)

Wing Luke Museum  
[www.wingluke.org/](http://www.wingluke.org/)

Odyssey: The Maritime Discovery Center  
[www.ody.org/](http://www.ody.org/)

In its long international history, the region hosted a world's fair and a world exhibition along with the more recent Asia Pacific Economic Cooperation Leadership and World Trade Organization meetings. By 1880, already 3,176 Chinese immigrants lived in Washington, accounting for four percent of the state's population. The Scandinavian heritage so beautifully portrayed in the Nordic Heritage Museum's immigration exhibit must be accompanied by a visit to the Wing Luke Museum, which chronicles the history of the region's Asian-American population.

Ruffner would have been surprised that on

November 3, 1890 the Bark Mary Birrill was bound not for Asia but Cork, Ireland. The first shipment to the Philippines was in September 1899 as the Marion Chilcott departed with lumber and hay. In 1871, the Lovett Peacock sailed for Hawaii with coal, lumber and potatoes. The importance of Puget Sound ports to eastern Washington agricultural interests again goes to the beginnings of state history. A number of steamships ran between Hong Kong bringing Chinese immigrants and returning with salmon and other products. In May of 1900, the Seattle Chamber noted nine steamships sailed for the Philippines alone.

MOHAI has documented that early international ties of this region went beyond exports and imports, just as they do today. The museum recently received a work by Seattle's first modernist painter—a man named Yasuhi Tanaka, who was, as MOHAI states, "born in Japan, came to Seattle in 1904 (where he attended Broadway High), learned painting by studying books at the Seattle Public Library, gained success in Seattle, then in 1920 moved to Paris which in turn led to his great celebrity in Japan."

Today, Greater Seattle continues to have vast international relationships, from exports and imports, art, education, investment and tourism. MOHAI currently has an exhibit, METROPOLIS 150, which presents the history of our region and the role of our international relations. The Washington State History Museum in Tacoma is another way to explore our past as is the Center for Wooden Boats on Lake Union or the web site [www.historylink.org](http://www.historylink.org)

Ruffner painted a picture of an international city and region tied to a world economy when Seattle had only 15,000 inhabitants. Ruffner said that trade between Russia and China required 36,000 camels. Today, we have developed into the most internationalized and trade dependent region in our country with very few camels. Every citizen is touched internationally by wearing clothes made in Asia or designing software for European markets, by visiting the African art exhibit at the Seattle Art Museum, or eating at a Mexican restaurant, by working to load a container ship or by assisting a Japanese tourist. The international economy is part of our lives--has been and always will be.

## Company Profile: Attachmate Corporation

A Patron Member of the Trade Alliance

### *Leading the Way in IT Innovation*

Attachmate Corporation helps companies expand the reach of enterprise information, improving the way they do business, enhancing productivity, and positively impacting the bottom line.

Since 1982, Attachmate® has been a leading supplier of enterprise information access and management software and services to major corporations and government agencies worldwide.

### **Attachmate Means Customer Service**

Attachmate never forgets the importance of exceptional customer service, and that is reflected continually in customer feedback.

*"Attachmate was the best. They were responsive to all of our questions, and provided a high level of service and training."*

Jackie Pillsbury, Manager of Systems & Telecommunications, Time Warner Cable

*"We have nothing but good things to say about Attachmate. We enjoy a very good working relationship."*

Rob VanEvery, Senior, LAN Analyst, Genesys Health Systems

*"Attachmate consultants really did so much more...they were very creative and went above and beyond."*

Susan Jarvis, RN, BS, CAPA, Clinical Information Systems Manager, Henry Medical Center

*"Attachmate is very responsive and does an excellent job of consulting. It's a talented group of people."*

Laurie Horstmann, E-Commerce Manager, Financial Technologies

Attachmate customers represent some of the biggest names in business today: Fortune 500 and Global 2000 customers who expect the best. And that's what Attachmate delivers.

Headquartered in Bellevue, Washington, Attachmate is a *partner* who understands business issues and works with customers to solve them. Through the years, the company has taken its customers from traditional host terminal emulation to integrated new e-business and Web services technology. The expertise the company developed early on continues to be an important and essential asset for customers as they embrace new technologies.

## **attachmate™**

Over 10 million people use Attachmate's award-winning solutions for secure access to valuable legacy information residing in applications and databases on IBM® mainframes, AS/400®, UNIX®/VMS™ and Unisys® systems. Customers span a wide range of global industries: banking, finance, insurance, medical and healthcare, technology, automotive, manufacturing, retail, hospitality, commercial airlines and transportation, and government agencies.

With offices in 50 North American cities and 30 countries, the real foundation for Attachmate's continued success is its people. The company has been recognized for quality benefits and work/life programs, making the prestigious *Washington CEO* magazine's "Best Companies to Work For" list three years in a row, ranking #1 in 1999. Attachmate's support of community health, education, the environment, the arts, and United Way complement the charitable interests of its employees.

*For more information about Attachmate, call 425-644-4010, or visit [www.attachmate.com](http://www.attachmate.com).*

## Seattle and Haiphong Work Together

### Pilot Project Takes Flight on Trip to Vietnam

It was late June and a series of colleagues sat around a table working on content for a promotional web site. Sounds pretty unremarkable, doesn't it? The people sitting around in short sleeves writing down ideas and staring at computer screens could have been at any number of companies or organizations. But this group consisted of people from Seattle and Haiphong brought together through an idea of the president of the World Bank James Wolfensohn.

While in Seattle a couple of years ago, Wolfensohn raised the idea of matching a developed city with a developing city as a new model for providing assistance to developing countries. He liked the idea of Seattle being that city and so did Seattle. All this led to Seattle and Haiphong, Vietnam signing a Memorandum of Understanding (MOU) on a series of tracks on which the two can work together to assist Haiphong in its development.

Haiphong is a port city about a 2 hour drive southeast of Hanoi in northern Vietnam. Haiphong and Seattle developed a sister city relationship in the

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**While in Seattle a couple years ago, Wolfensohn raised the idea of matching a developed city with a developing city as a new model for providing assistance to developing countries.**

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late '90s. Although very different in their level of development, both are located on the water and have excellent Vietnamese restaurants. In the MOU, the two cities selected the following four areas on which to collaborate: 1) Urban Planning 2) Public Health; 3) Information Technology and 4) Tourism and Trade Development.

In late June, staff with expertise in information

technology, tourism and trade development traveled to Haiphong from Seattle to continue work on those two tracks. **Marty Chakoian**, the chief technology officer for the City of Seattle and **Bruce Blood**, the City of Seattle web manager, worked with their counterparts in Haiphong on a strategic technology plan for Haiphong and on developing a web site for the city. **John Cooper**, executive director of the Bellingham/Whatcom County Department of Tourism, assessed Haiphong's tourism assets and came back with a list of 17 recommendations for the city as it promotes itself for tourism. Cooper also provided two customer service training workshops for tourism professionals in Haiphong.

**Sam Kaplan**, vice president at the Trade Alliance, worked with Haiphong staff on producing content for their web site. Haiphong staff along with Seattle staff will develop a tourism section of the city web site which will serve as a model for developing additional parts of the site such as investment and trade promotion. **Bill Stafford**, president of the Trade Alliance, provided a workshop on trade to nearly 50 Haiphong businesses.

The President of the University of Washington (UW), **Richard McCormick**, traveled to Haiphong during this same time period accompanied by a delegation from the university. The University of Washington is the secretariat of the project; Diane Adachi, special assistant for International Affairs, heads up the effort. Dr. McCormick met with Haiphong People's Committee Vice Chairman **Mr. Pham Tien Dung** and **Dr. Nguyen Dzoan Hung**, Director of the Haiphong Office for Foreign Affairs, along with several members of the Hai Phong Working Committee. At these meetings, discussion took place on the Public Health and Urban Planning tracks of the MOU.

The trip made substantial progress in achieving the goals of the MOU signed in Seattle late last year. The model Wolfensohn proposed in Seattle is taking shape. Soon you'll be able to see a tangible piece of it on the Internet.



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**The Trade Development Alliance of Greater Seattle** is a partnership of the **City of Seattle, Port of Seattle, Port of Tacoma, City of Everett, Metropolitan King County Government, Snohomish County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

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